



CLIENT: BIG SKY CVB  
DATE: FEBRUARY 23, 2011  
PROJECT: FY11 WARM SEASON CONSUMER ADVERTISING  
JOB #: BSCVB-100002  
PAGE: 1 OF 4

Media	Cost	Impressions
Online Co-op Total	\$ 5,000.00	500,000
Online Alternative Total	\$ 45,942.33	3,952,733
Print Total	\$ 12,000.00	51,000
<b>Total Cost</b>	<b>\$ 62,942.33</b>	<b>4,503,733</b>
<b>Total CPM</b>	<b>\$ 13.98</b>	



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PAGE: 2 OF 4

Online Montana Office of Tourism Co-op Options

National/KM	Site	Placement Description	Unit Dimensions	Co-Op Partners	Impressions/ Partner	CPM	Total Cost	Co-Op Partners
National	TripAdvisor.com	Trip Advisor - Ownership of National Parks Content along with Montana & Also competing states section presence (Ex. Idaho; Wyoming; Washington; Colorado; Utah)	300x250, 160x600, 728x90	2				Partner 1: Custer Country Partner 2: Big Sky CVB
	Yahoo.com	YAHOO! - Behavioral Targeting Placements across Yahoo! sites and ownership on Yahoo! Travel specific section	300x250, 160x600, 728x90	2				Partner 1: Custer Country Partner 2: Big Sky CVB
			Subtotal		500,000	\$10.00	\$5,000.00	
Total Co-op Cost					500,000	\$10.00	\$5,000.00	

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PAGE:3 OF 4

Online Direct to Site

Site	Date	Placement Description	Unit Dimensions	Impressions /Estimated Clicks	CPM/CPC	Total Cost	Notes
ONLINE							
iExplore.com	March 15 - July 31, 2011	Geo targeted and content targeted, custom editorial section focusing on Big Sky, eNewsletter sponsorships, Homepage Destination of the Week and Sponsorship of North America Travel Guides		2,660,267	\$4.42	\$11,765.00	
	3/15/11 - 7/31/11	Targeting to OR,WA,UT,ID,CO,ND,SD,MN,WY, Chicago DMA, Seattle DMA, Minneapolis DMA / Content targeting to Adventure Activity Guides and Western States Travel Guides.	728x90, 300x250, 300x600	482,142	\$16.47	\$7,941.38	Equal allocation of impressions to each ad size
	3/15/11 - 7/31/11	Targeting to OR,WA,UT,ID,CO,ND,SD,MN,WY, Chicago DMA, Seattle DMA, Minneapolis DMA / Content targeting to Adventure Activity Guides and Western States Travel Guides.	990x80	78,125	\$18.82	\$1,470.63	Floating Catfish Unit is a fixed anchor as the user scrolls up and down. 100% above the fold.
	5/1/11-7/15/11	iExplore will custom create an editorial section focusing on Big Sky with 8-12 articles, images, travel tips and a top 10 list. Focus will be on outdoor adventure activities from the off the beaten path angle. This can be turn key or client can provide PR releases & talking points.	300x250, logo inclusions, 2 week homepage billboards	100,000	\$23.53	\$2,353.00	
	April 19, 2011	eNewsletter featured partner	300x250	100,000	\$0.00	\$0.00	Added Value
	3/15/11 - 7/31/11	ROS Banner Ads	728x90, 300x250, 160x600	100,000	\$0.00	\$0.00	Added Value
	5/9/11 - 5/15/11	Homepage Destination of the week	300x168, 125 characters of text	1,300,000	\$0.00	\$0.00	Added Value 100% SOV
	May, 2011	Sponsorship of North America Travel Guides	120x90, 75 characters of text	500,000	\$0.00	\$0.00	Added Value 100% SOV
NationalGeographic.com	March 15 - July 31, 2011	Content targeted and premium web banner ad placement		625,800	\$17.01	\$10,647.33	
OPTION 1	3/15/11 - 7/31/11	Content targeting to Travel	728x90, 300x250	248,000	\$20.16	\$5,000.13	
			728x90	150,000		\$2,117.70	
			300x250	98,000		\$2,882.43	
	3/15/11 - 7/31/11	Content targeting to Adventure	728x90, 300x250	248,000	\$15.66	\$3,882.45	
			728x90	150,000		\$2,117.70	
			300x250	98,000		\$1,764.75	
	3/15/11 - 7/31/11	Premium ROS	728x90, 300x250	100,000	\$17.65	\$1,764.75	
			728x90	50,000		\$588.25	
			300x250	50,000		\$1,176.50	
	3/15/11 - 7/31/11	ROS Banner Ads	728x90	29,800	\$0.00	\$0.00	Added Value
			728x90	29,800		\$0.00	
Tripadvisor.com	March 1 - July 31, 2011	Content targeting to all Yellowstone National Park and Montana content		666,666	\$21.18	\$14,118.00	
	March 1 - July 31, 2011	Content targeting to all Yellowstone National Park and Montana content	728x90, 300x250, 160x600	666,666	\$21.18	\$14,118.00	Equal allocation of impressions to each ad size
Facebook	March 15 - July 31, 2011					\$9,412.00	
Total DTS Online				3,952,733	\$11.62	\$45,942.33	

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PAGE:

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FEBRUARY 23, 2011

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BSCVB-100002

4 OF 4

Non-Co-op Options							
Site	Date	Placement Description	Unit Dimensions	Circulation	CPM	Total Cost	Notes
PRINT							
Mountain Sports + Living							
Spring 2011	March 15, 2011		Full Page	51,000	\$117.65	\$6,000.00	Spring 2011 Issue Added value: custom eBlast & 200,000 web banner ad impressions Client will place directly with vendor to avoid media mark up
Summer 2011	May 23, 2011		Full Page	51,000	\$117.65	\$6,000.00	Summer 2011 Issue
Print Subtotal				51,000		\$12,000.00	